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Advertising Age

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Buyout bug bites at Gannett

By WILLIAM F. GLOEDE

Financier Carl Lindner's American Financial Corp. reportedly has joined with media entrepreneur Karl Eller in preparing a takeover bid for the $4.5 billion Gannett Co.

Mr. Lindner's company already has more than a 5% stake in Gannett, and Mr. Eller, formerly a top executive at Gannett, also has a substantial holding in the Rosslyn, Va.-based company.

Meanwhile, top executives from Gannett on April 25 met with Turner Broadcasting System chairman Ted Turner at TBS headquarters in Atlanta. Sources speculated that the Gannett officials discussed joining Mr. Turner in his $5.4 billion bid to take over CBS Inc., New York.

In his filing with the Securities & Exchange Commission on the CBS takeover bid, Mr. Turner said he would pay off the stock purchases largely with the proceeds from pre-sales of CBS nontelevision assets.

Gannett has previously stated that it is interested in acquiring more radio and tv stations (it currently owns six tv stations, including WXIA-TV, an NBC affiliate in Atlanta, and 16 radio stations), and sources speculated Gannett's role now may be as a partner to the pre-sell arrangements Mr. Turner is pursuing.

Gannett, which owns *Family Weekly*, also could be interested in pre-buying CBS Magazines, but experts in the magazine field say Gannett has not previously been keen on the magazine business.

TBS and Gannett spokesmen declined comment on the reports.

A knowledgeable source also said that Mr. Turner is preparing to start up another company separate from TBS. It was not known, however, whether that anticipated move was directly linked to Mr. Turner's CBS takeover bid.

Mr. Lindner last week issued a public statement calling on Gannett shareholders to reject several anti-takeover measures currently proposed by Gannett management. American Financial Corp., Cincinnati, had no comment on whether Mr. Lindner was preparing a takeover bid for Gannett.

Mr. Eller, former chairman of Combined Communications Co. and now chairman of Circle K Corp., a Phoenix-based convenience store chain, when contacted by Advertising Age, said, "So that's

(Continued on Page 98)

How McCann kept the Coke secret

Reformulation team tells all

By NANCY GIGES

Behind the marketing plans for reformulated Coca-Cola is a fascinating tale of intrigue that saw McCann-Erickson executives leading dual lives, holding super-secret meetings, resorting to paper shredders and even a bizarre, frantic search of a London hotel's trash bins.

When the secret group was finished with its advertising work, the result, somewhat surprisingly, is more of the same rather than a totally new approach for the 99-year-old Coke (see story on Page 101).

Fearful during the past three months that word of the reformulation would leak out, Coca-Cola and McCann-Erickson took precautions that could be likened to those for national security. Because of the number of people involved at the end—possibly more than 500—executives still marvel that the secret didn't leak until days before Coke announced it last week (AA, April 22).

"When we were officially notified on Jan. 3, to a man, we were stunned," said Bill Thompson, exec vp, McCann-Erickson Worldwide, New York, and key account man on Coke. "We had no notion they were going to do anything like this."

"The bunker" on buttons now sported by McCann-Erickson execs was the code name of the places where the project could be discussed openly.

Coca-Cola says it discovered the improved formula while trying to come up with Diet Coke some four years ago, and has spent time since then perfecting the "sweeter, rounder, less harsh" taste. Others close to the company say the late Paul Foley and others at McCann who had worked with Coke had urged that a sweeter mix be developed—to attract young people—as far back as 20 years ago.

After last Jan. 3, McCann was to proceed as if the change was inevitable, although checkpoints would occur along the way. The plan still had to be approved by the corporation and the board.

The nature of the assignment called for the best talent McCann could provide. At the same time, "we were very much interested in keeping it to a small group," Mr. Thompson noted.

The first cut brought in as the working group Mr. Thompson, Ira Madras and Bruce Nelson, both exec vps-creative directors, McCann, New York; Barry Day, vice-chairman, McCann Worldwide; Marcio Moreira, exec vp, McCann Worldwide, and John Bergin, president, McCann USA.

Heavily involved from Coca-Cola were Ira Herbert, exec vp-director, corporate marketing, and Sergio Zyman, senior vp-marketing, Coca-Cola USA. Brought in as a business review group—"our conscience," said Mr. Thompson—were Phil Geier, chairman of

(Continued on Page 101)

Last Minute News

Mennen may cut into paper products

Morristown, N.J.—Mennen Co. is expected to announce next week that it has reached an agreement in principle to acquire Indianapolis-based Paper-Art, a paper supplies company that reportedly will mark Mennen's first venture outside toiletries. Mennen officials could not be reached for comment, and a Paper-Art spokesman had no comment.

Bloom may get some Bully news

Rochester, N.Y.—R.T. French Co.'s Bully and Swish toilet bowl cleaners, with combined billings of about $8 million, reportedly will move to Bloom Agency, New York, from J. Walter Thompson USA. The move would ensue from the imminent completion of French's acquisition of Airwick Industries, Carlstadt, N.J., and the consolidation of French's household line with Airwick's. Bloom is an Airwick agency. Airwick

(Continued on Page 8)

NEWSPAPER

GM finds shop ties complex

By JESSE SNYDER

Detroit—General Motors is having second thoughts about making sweeping changes in its relationship with advertising agencies, sources close to a major review project said last week.

The GM Media Council, formed last fall to seek new efficiencies in the auto marketer's advertising (AA, Sept. 17), is instead broadening the scope of its inquiry and starting to explore what else agen-

(Continued on Page 100)

BBDO, Hill land Polaroid jobs

By GAIL BRYER

Polaroid Corp.—which last summer made headlines by moving some $30 million worth of amateur photography business from Doyle Dane Bernbach to Ally & Gargano—has quietly assigned project work to both BBDO and Boston-based Hill, Holliday, Connors & Cosmopulos.

Hill, Holliday has produced an ad for Polaroid's amateur instant system that is currently being tested in Texas. A Polaroid spokesman confirmed that Hill, Holliday, whose headquarters are across the Charles River from Polaroid's Cambridge, Mass., complex, had completed a "one-time assignment for Polaroid."

In addition, BBDO, in doing direct response and sales promotion work for Polaroid, again on a project basis. Over the last decade, BBDO has made no secret of its desire to snare a camera account and has had several discussions with Polaroid.

Polaroid says such moves are not new. "We give out assignments

(Continued on Page 100)

Durfee next in line for Nadler linkup?

By STEWART ALTER

Nadler & Larimer, New York, the smallest of Mickelberry Corp.'s three agency subsidiaries, may be close to acquiring Durfee & Solow, according to sources.

D&S, with billings of $10 million and such accounts as Melitta Inc. and Rossignol Skis, would not be a large Mickelberry acquisition.

But it would be a significant attempt to infuse new creative blood into an agency that has been hard-hit by a string of account losses (CBS Toys in 1983 and Consolidated Cigar and Faberge in 1984), and now finds one of its two largest remaining clients—the estimated $6 million Austin, Nichols & Co. business—under review (AA, April 25).

"We talk to a lot of people about selling, but nothing is happening," said Martin Solow, president of D&S and a onetime copy chief at Kenyon & Eckhardt.

His partner, Jim Durfee, was formerly chairman of Carl Ally Inc., which later became Ally & Gargano. Mr. Durfee is credited with developing many of that agency's well known campaigns in the 1960s and 1970s.

Ricardo Calvillo, president of Nadler since he joined six months ago from Marsteller, has acknowledged he is pursuing acquisitions (AA, April 8) and said he is close to several things, but would not confirm that D&S is a target.

Even if that acquisition did go through, it's questionable whether those well respected creative names would be enough to revitalize the agency. "We creative directors are overrated that way," said one well known creative name. "We can only work in certain environments where there is enough support or energy, and not in frightened or difficult atmospheres."

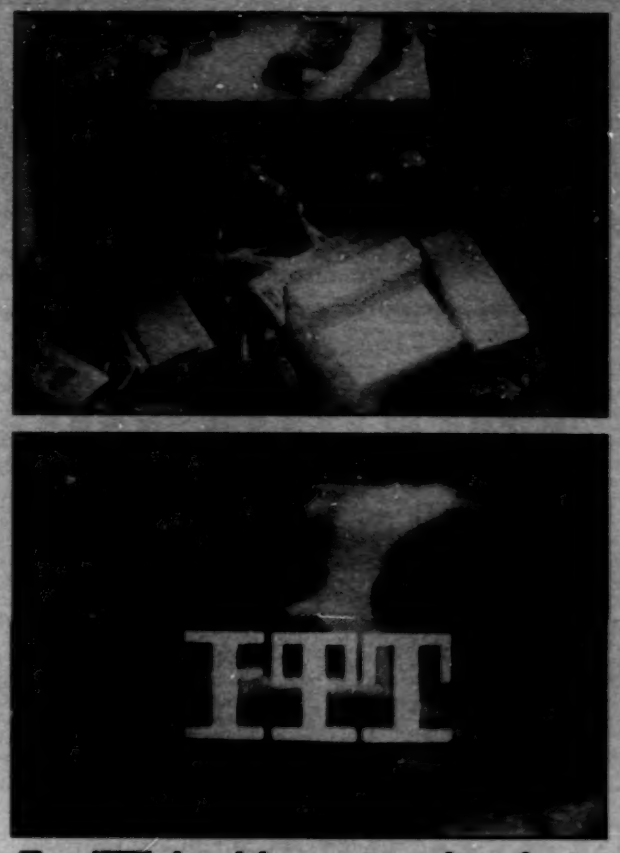
The Austin review, which is using the Advertising Agency Register to screen agencies, is the latest jolt for Nadler, though not necessarily an actual loss.

Austin has the following brands housed at the agency: Wild Turkey bourbon, liqueur and rye, which account for the bulk of the billings; Paddy & Murphy's Irish whiskies; Wedding Veil German wine; Remy Pannier French wines; Montesquiou Armagnac; and King's Ransom & Abelour Glenlivet scotch whiskies.

Mr. Calvillo, who believes the agency will keep Austin following the review, disputed the widely held view that the agency was in trouble.

But he acknowledged that bill-

(Continued on Page 100)



For ITT, bark's as good as byte

ITT Corp.'s tv spots for a new "talking" version of its Xtra personal computer feature a boy and his St. Bernard dog operating the machine by speaking (and barking) into it. Biederman & Co., New York, handles. *See Page 6.*

Highlights

General Mills' Cheerios is using a new ad campaign that boasts of the cereal's buoyancy. Tv spots from Dancer Fitzgerald Sample highlight "the unsinkable taste of Cheerios." *See Page 6.*

Tambrands is introducing its first product outside the sanitary-protection market, a line of home diagnostics. *See Page 10.*

The Advertising Council may lose its annual $3 million in federal government ad contracts unless it begins bidding competitively against for-profit ad agencies. *See Page 12.*

Affluent young buyers are receptive to the idea of buying Oldsmobiles—and will do so, if offered a few non-Oldsmobile-like options, according to Olds' chief engineer. *See Page 34.*

D'Arcy MacManus Masius, Chicago, won the Obie Award for most creative design of the year for an outdoor board for Amoco Oil Co. That outdoor board and other 1984 Obie winners are displayed on *Pages 50 and 51.*

CORPORATE CLOSEUP

Entering the U.S. car market just 15 years ago, American Honda Motor Co. has become the nation's fifth-largest auto marketer by following a strategy that is in some ways typically Japanese and in other ways not. *See Page 4.*

FORUM

Global brands—yes; global village—no. That's the view of one chief executive of a U.S. new- business development company. *See Page 20.*

Corporate America needs to train its marketing managers better, says Edward Stone, president of Dallas Marketing Group. *See Page 20.*

INTERNATIONAL

Saatchi & Saatchi's aggressive acquisition strategy is getting mixed reviews in the U.S. While Wall Street analysts are applauding the London-based agency's actions, the subject stirs some skepticism, a little sniping and a lot of grim silence on Madison Avenue. *See Page 54.*

The controversy over whether U.S. companies in South Africa should divest themselves of their interests there because of that country's apartheid policies is having indirect, but potentially severe, effects on South Africa's business relations with the rest of the world. *See Page 54.*

New Zealand media companies are racing to get involved in a lucrative new market following the announcement of plans to establish a new, private, ad-supported tv channel in the country. *See Page 57.*

CATEGORY REVIEW

The specter of electronic imaging—the brave new world that is expected eventually to replace conventional silver-halide photography—has cast a strong shadow over the camera market. *See Page 60.*

DIRECT MARKETING

American Telephone & Telegraph's Opportunity Calling promotion, an effort to give callers an added reason to continue using the long-distance carrier, is gaining acceptance and will receive backing at least through yearend. *See Page 80.*

COMING THURSDAY

SPECIAL REPORT

When comparing budgets, promotion comes across like a Superman to advertising's Clark Kent. However, in terms of image, it's advertising that comes out of the phone booth in the blue suit and red cape. Now, industry experts even are questioning whether promotion has the bulk of budgets it claims to have.

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ABP ABC

A-B makes pitch for ballpark beer

By STEVEN W. COLFORD

Williamsburg, Va.—With the over-all market for low-alcohol beer still in question, Anheuser-Busch is plumping for the right of Major League Baseball fans to grab the brew of their choice at the old ballpark.

Dennis Long, president and ceo at Anheuser-Busch, says the Busch-owned St. Louis Cardinals and Peter Ueberroth, Major League Baseball commissioner, are working "to see if there is some program to be constructed for baseball involving either alcohol-abuse awareness or distribution of reduced-alcohol beer."

"Our preference would be for the consumer to get the beer of his choice and not abuse it," he said. "But if there is continued abuse, something else has to be done, and the question will be which is better—a moderation program versus complete abolition of higher alcohol beer."

Either way, as the nation's largest brewer, A-B is not expected to suffer. Paced by Budweiser, with a 24% market share, A-B has nine beers to choose from, including low-alcohol LA.

While the rest of the industry

(Continued on Page 98)

Prime time commitments mounting

Nets filling sked

By JAMES P. FORKAN

New York—With the shaping of the new fall prime time season only days away, the Big 3 tv networks have made no fewer than seven, and perhaps as many as 14, series commitments for 1985-86.

By Dancer Fitzgerald Sample's count, NBC has ordered four series without pilots, ABC two and CBS one, with those seven commitments—drawn from a pool of 90 pilot projects—more than double those made a year ago. Young & Rubicam USA, meanwhile, said there are nine series commitments, five of them NBC's. Several other industry sources, however, put the commitment tally higher: Four shows ordered by ABC, four for CBS and six for NBC.

In any case, agency sources stressed, commitments do not guarantee fall premieres. Those that turn out to be disappointments will be held over to air in midseason or to languish until summer. A couple may never get into the race.

Why, then, make such commitments? Said Paul Isacsson, Young & Rubicam's exec vp-director, network programing and purchasing, it is "not necessarily by choice. Often it is the only way to lock up

(Continued on Page 98)

CORPORATE CLOSEUP

Honda ready to break from pack—again

By BOB MARICH

Entering the U.S. car market just 15 years ago, American Honda Motor Co. has become the nation's fifth-largest auto marketer by following a strategy that is in some ways typically Japanese and in other ways not.

The company's boldest stroke, a major departure from other Japanese importers, came in 1980 when it began building Accord automobiles at Marysville, O.

Nissan Motor Corp. USA, Toyota Motor Sales USA, Mazda Motors and Mitsubishi are belatedly following Honda's lead with U.S. assembly plants of their own or joint ventures with U.S. car makers. Nissan built its first U.S. Sentra March 25; a Toyota-GM joint venture is shooting for a Chevy Nova production start in June at Fremont, Cal., and Mazda plans to start U.S. production in 1987 in an old Ford plant at Flat Rock, Mich. By late 1988, Mitsubishi will be producing cars in the U.S. under a joint-venture agreement with Chrysler.

But Honda's early start already has paid big dividends. The Marysville plant provided Honda with 130,000 quota-exempt autos last year, enabling Honda to pass Nissan in car sales for the first time. By 1988, Honda's U.S. production is projected to reach 300,000 cars.

Now, Honda is preparing to break from the pack once again.

The Gardena, Cal.-based importer will begin marketing a new, upscale line of cars next year independently of the existing Honda brand, and will sell them through a separate dealer network—another first for a Japanese automobile importer.

Made in Japan and called Acura (pronounced *ak-YOU-rah*), the new line will compete directly against other Japanese luxury cars and European imports, particularly Germany's BMW and Audi lines, and be priced between $10,000 and $20,000. The first two models will be sedans: The Integra and a car code-named Ajax. Unlike Honda's current dependence on four-cylinder motors, the Ajax will be powered by a V-6 engine.

Honda estimates it will sell 50,000 Acura cars in 1986, when they are introduced here, and 250,000 cars by 1989.

"Everybody is going upscale because competition is fierce at the bottom end," said Maryann Keller, an auto industry analyst at Vilas-Fischer Associates, New York. "This is a smart move because there is a limit to what they can do with the Honda brand alone."

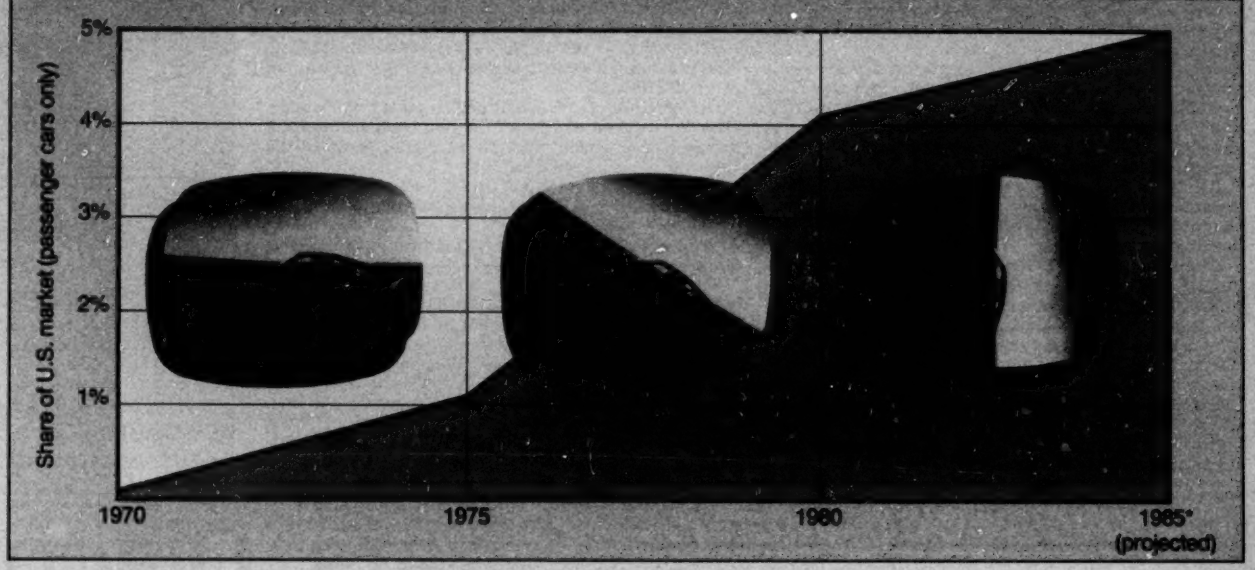
For a company that already outpaces its Japanese competitors in innovative engineering and research and development, the Acura holds the promise of helping Honda make even more giant strides against its competition.

In many ways, however, Honda's experience has been typical of other Japanese importers. It took losses in the early days and stuck by its long-term commitment to the

(Continued on Page 70)

Honda's dramatic climb in the U.S.

Honda's dramatic climb in passenger car sales has made it the fifth-largest auto marketer in the U.S. in only 15 years. Solid value and product-as-star advertising are two keys to the company's success, but so is the boldness with which Honda has moved in the U.S. market. Coming next year: A new luxury import to challenge BMW and Audi. Source of data: J.D. Power & Associates, Westlake Village, Cal., and American Honda.



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ADWATCH

Lionel roars for Pepsi

By SCOTT HUME

Instead of changing its formula for Coke, a smarter move for Coca-Cola might have been to lure Lionel Richie away from Pepsi.

The singer/spokesman can't take all the credit, but is it a coincidence that some flashy new executions in Pepsi's "Choice of a new generation" campaign featuring Mr. Richie began airing on the Feb. 26 Grammy Awards telecast and top-of-mind awareness of Pepsi's advertising rose a whopping nine percentage points in March? Coke spokesman Bill Cosby is one of the country's most popular performers, but even he didn't move the needle like Mr. Richie has.

According to Advertising Age's monthly adWatch survey of advertising awareness, brand Pepsi last month moved back ahead of brand Coke in the hardball soft-drink advertising war. Advertising for Pepsi came to mind first from among all soft-drink advertising for 32.6% of the 1,251 adults surveyed (compared with 23.6% in February). Coke's share of first mentions in March was 31.3%, a slight decrease from its 32.7% share during the previous month.

That meant that Coca-Cola's highly touted reformulation of its Coke brand last week (AA, April 22) comes when it still holds the leadership in cases sold, but has fallen behind in getting its message across and making it stick.

Soft-drink industry observers have speculated that Coke's reformulation move was a response to Pepsi's growing popularity among younger consumers. That trend appears to be true, at least of Pepsi's advertising. Although the two brands' top-of-mind awareness is nearly dead even among respondents ages 18 to 24 (35% recalled Pepsi's advertising, 34% named Coke's), Pepsi led by significant margins last month in the 25-to-34 and 35-to-44 age groups. Coke advertising came to mind more often than Pepsi's for consumers 45 and older.

The question facing Coca-Cola in what is suddenly an underdog position is whether advertising touting the new Coke formula can make a greater top-of-mind impression than Mr. Richie and Pepsi's "New generation" pitch.

Before too much emphasis is put on the value of celebrity spokespeople, however, the awareness scores for Diet Coke and Diet Pepsi should be noted. Despite launching advertising featuring last year's Democratic vice-presidential candidate Geraldine Ferraro and Super Bowl quarterbacks Joe Montana and Dan Marino, Diet Pepsi's share of first mentions dipped a bit last month.

In March, 3.3% of respondents said Diet Pepsi's advertising came to mind first, a little worse than the 3.5% share it received in February. Perhaps Ms. Ferraro made an impression in Minnesota.

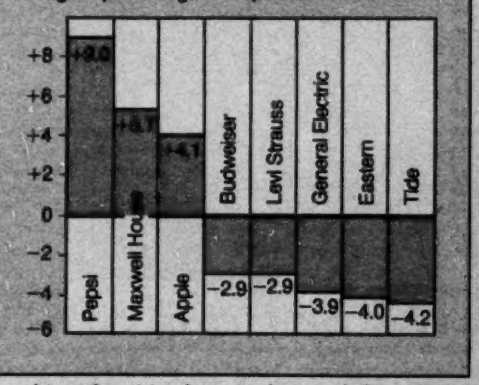
There's nothing in that for Coca-Cola to gloat about, though. The new Diet Coke advertising featuring actor Martin Mull and other celebrities didn't do anything for that brand, either. Diet Coke's share of first mentions was 3.5% in March, down from 4.4% the month before.

Then there's 7UP. Rather than join the derby to sign megabuck celebrities, the No. 3 soft drink brought

(Continued on Page 99)

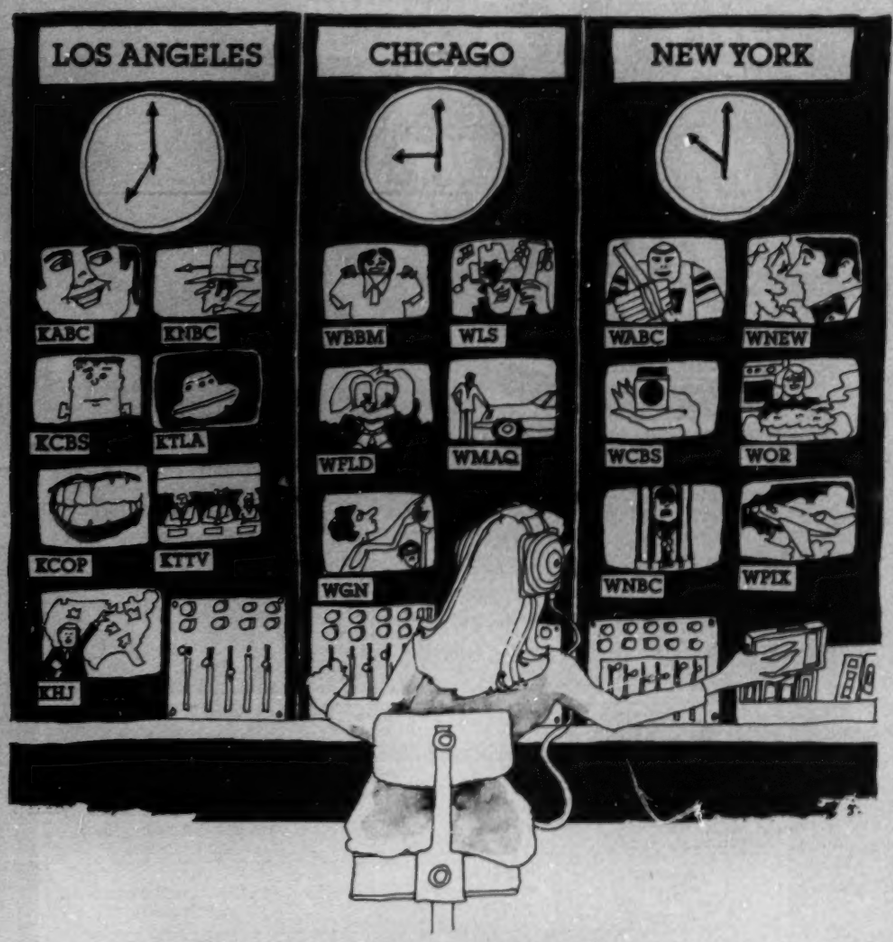
March winners & losers

Question: Of all the advertising for (product category) you have seen, heard or read in the past 30 days, which ad first comes to mind? *Note:* A change of plus or minus 2.8 percentage points is statistically significant. Source: SRI Research Center Inc., Lincoln, Neb.



Correction: *Due to a computer error, six agencies were dropped from the top 15 in Australia, listed in the Foreign Agency Income Report (AA, April 22, Page 60). Shown below are the 15 leading agencies in Australia in the order they should have appeared. Exchange rate: 0.8892 A dollar.*

Agency	City	Gross income 1984	Gross income 1983 ($000)	Per cent change: income	Billings 1984	Billings 1983 ($000)	Gross income 1984	Billings 1984 ($000; national currency)	Employes 1984	Employes 1983	Employes Per cent change	Number offices
George Patterson	Sydney	32,000.0	28,500.0	12.0	204,000.0	171,800.0	A$36,000.0	A$230,000.0	442	420	5.0	4
Clemengor Australia	Melbourne	28,504.2	23,691.1	20.0	178,151.6	158,019.5	32,056.0	200,350.0	484	472	3.0	12
Monahan Dayman Adams Group	Melbourne	21,362.1	16,037.3	33.0	133,637.9	100,232.3	24,046.4	150,290.1	413	332	24.0	16
Ogilvy & Mather (Australia)	Melbourne	17,784.0	14,543.8	22.0	118,678.9	97,006.4	20,010.0	133,467.0	418	358	17.0	8
D'Arcy MacManus Masius	Sydney	17,671.0	16,592.7	6.0	117,454.0	111,964.7	19,872.9	132,089.5	295	317	-- 7.0	5
USP Needham Australia	Sydney/Melbourne	16,564.6	14,324.3	16.0	110,574.9	95,574.2	18,628.7	124,353.3	249	257	3.0	5
Fortune Communication Holdings	Sydney	16,539.1	11,281.8	45.0	93,366.0	66,890.0	18,600.0	105,000.0	304	215	41.0	5
McCann-Erickson (Australia)	Sydney	15,887.0	13,002.0	22.0	105,966.0	86,723.0	17,867.0	119,173.0	347	293	18.0	N/A
Young & Rubicam Australia	Sydney	15,464.0	7,467.0	107.0	103,145.0	49,805.0	17,375.0	115,522.4	250	130	92.0	4
Leo Burnett Ltd.	Sydney	12,425.0	11,457.0	8.0	82,832.0	76,416.0	13,973.0	93,200.0	277	277	0.0	6
J. Walter Thompson Australia	Sydney	10,451.6	9,064.9	15.0	69,680.6	60,436.0	11,753.9	78,363.3	195	194	1.0	4
Foote, Cone & Belding Ltd.	Sydney	7,918.8	6,510.2	22.0	52,818.6	43,423.2	8,905.6	59,400.1	111	101	10.0	2
SSC&B:Lintas Australia	Sydney	7,245.0	6,118.0	18.0	47,437.0	39,700.0	8,148.0	53,348.0	117	101	16.0	1
Schofield Sherbon Baker Ltd.	Sydney	6,402.2	4,890.6	31.0	35,568.0	31,122.0	7,200.0	40,000.0	110	105	5.0	4
Saatchi & Saatchi Compton	Sydney/Melbourne	5,487.3	3,962.3	38.0	36,768.4	26,734.7	6,171.0	41,350.0	62	52	19.0	2



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Bates the latest shop to try brand, film links

By BOB MARICH

Los Angeles—Ted Bates Co. is the latest agency to open a unit to place brand-name products in movies and tv shows.

Through its movie unit, Diener/-Hauser/Bates, the agency this month created a national promotion and product-placement division.

In addition to placing products in movies and tv shows, the division will arrange joint promotions for specific films.

Scott Dorman, associate director-promotions, and national sales director of MFM Corp., a New York placement company, was named national promotions director of the new Bates unit here.

Chiat/Day and Ogilvy & Mather recently hired an independent product-placement company, Youngblood, Levine & Bladd, to place client products in movies and tv shows.

Chiat is seeking exposure for California Cooler, Porsche Cars North America and Home Savings of America.

Hollywood sources say until recently, marketers have handled product placement directly. Agencies are stepping into the process because, in some instances, ad campaigns may play off prominent brand exposure in hit movies.

Brand-name products are even popping up in advertising. Norm Marshall Associates, North Hollywood, got three motorcycles from client BMW of North America in a tv commercial for Slice, the new PepsiCo soft drink. The motorcycles are on screen longer than the beverage.

Remember the sweepstakes you ran that didn't get one single response and...

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AdWatch

(Continued from Page 4)

back actor Geoffrey Holder—who owes some of his celebrity to the 7UP spots he has done off and on over the past decade or so—and the "Uncola" theme line.

The result? Seven-Up Co. also should have tried to hire Mr. Richie. But the new "Uncola" campaign did manage to move 7UP's ad awareness up, if only slightly. In March, 6% of respondents said 7UP advertising came to mind first, compared with 5.3% in February.

AdWatch is a joint project of Advertising Age and SRI Research Center, Lincoln, Neb. Ad awareness is measured by asking a nationally projectable sample of consumers to name advertising in a variety of product categories that first comes to mind from all seen, heard or read in the last 30 days.

In March, 1,251 adults were questioned by telephone. Under adWatch methodology, an increase or decrease of 2.8 percentage points is considered statistically significant and attributable to more than sample variation.

Among other significant changes in the March survey:

• There were some surprises in last month's list of the **top 10** ad campaigns (i.e., those that came to mind first when consumers were asked to name the advertising they recalled from among *all* they had seen, heard or read, regardless of category). The first surprise is that, on an unaided basis, more people recalled Coke's ad than Pepsi's. The other surprises came at the end of the list.

In descending order, last month's 10 most memorable advertisers were Coke, Pepsi, Wendy's, McDonald's, Miller/Miller Lite, Ford, Burger King, Pizza Hut, Chevrolet and Coors. Last month's appearances were firsts for Pizza Hut and Coors, both of which recently broke campaigns.

Pizza Hut (a unit of high-flying PepsiCo) broke new advertising featuring the unscripted testimonials of such celebrities as Martin Mull (Say, wasn't he doing Coke commercials, too?), the mercifully fictitious MacKenzie Brothers, Rita Moreno and others (AA, Feb. 4).

Adolph Coors Co. also launched new advertising that was a departure from past efforts and a gamble. Its "Coors is the one" campaign (AA, Feb. 11) features actor Mark Harmon calmly extolling what the brewer believes are Coors' virtues.

• The new campaign and an expanded marketing/advertising category helped keep Coors in the No. 2 spot in the **beer** category. But the big news was a drop in awareness for Budweiser advertising. Bud's ads came to mind first for 12.5% of the sample, good enough to keep first place, but a 2.9 percentage-point decline from February's 15.4% share. That was only the second decline for Bud's awareness share in the nearly three years of adWatch tracking.

Miller High Life, backed by the new "American made" campaign, was in the No. 3 spot, close behind Coors, with a 10.5% share. Miller Lite moved back to No. 4 with 8.6%, ahead of Bud Light's 4.3%.

• General Foods' Maxwell House brand is making its move on **coffee** category leader Folgers at the same time GF is moving to broaden its coffee line. Maxwell House advertising came to mind first for 24.3% of last month's sample, a 5.7 percentage-point increase over February's 18.6% and only a demitasse below Folgers 25.2% March share. Sanka was third with a 5.4% share.

• Apple Computer continues to put the squeeze on competitors in the **computer** category. Its share of first mentions last month rose 4.1 percentage points to 39.2%. Some of that came at No.2 IBM's expense, as its share dipped to 12.9% compared to 15.4% in February. Commodore was third last month with 5.4%.

• The initial awareness gains in the **laundry products** category for liquid Tide appear not to have been too solid. Top-of-mind awareness of Tide's advertising jumped nearly 10 points in February after the rollout of its liquid version, but some of that gain fell away last month. Tide's ads came to mind first for 32.9% of the sample last month, a decline of 4.2% percentage points from February's 37.1%.

All moved up to the No. 2 spot with a 3.6% share. Era was third with 3.6%.#

For additional information or data, contact: Gary Gabelhouse, SRI Research Center, 301 S. 68th St., Lincoln, Neb. 63506. Phone: (402) 489-0351.

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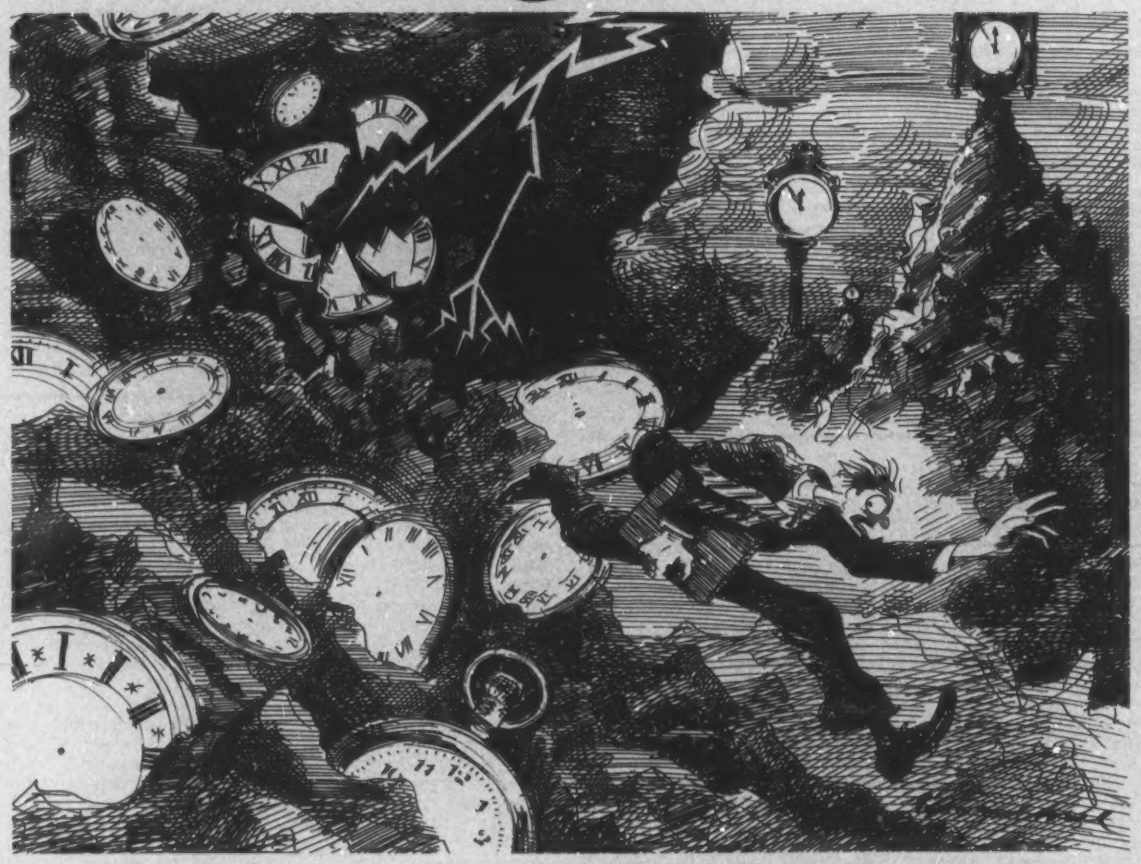

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